

# CACHE COUNTY TOURISM PROFILE

County Indicator	2008	2009	2010	% Change 2009-2010	State Ranking
<b>DEMOGRAPHIC</b>					
Population	111,841	114,276	112,656	-1.4%	6
Total Non-Ag Employment	50,711	49,032	49,656	1.3%	5
Non-Ag Avg Monthly Wage	\$2,382	\$2,403	\$2,448	1.9%	20
Per Capita Income	\$25,955	\$25,071	n/a	n/a	n/a
Unemployment Rate*	2.9%	5.3%	5.2%	-1.9%	29
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers**	\$172,634,426	\$163,877,251	\$170,996,790	4.3%	7
Travel & Tourism Related Employment	3,413	3,161	3,219	1.8%	7
<b>TOURISM TAX REVENUES</b>					
Local Tax Revenues from Traveler Spending**	\$9,166,750	\$8,588,048	\$8,943,251	4.1%	7
Transient Room Tax	\$314,513	\$302,382	\$347,696	15.0%	14
Restaurant Tax	\$981,054	\$949,604	\$972,671	2.4%	7
<b>Retail Sales</b>					
Gross Taxable Retail Sales	\$1,011,158,206	\$1,479,979,155	\$1,312,934,241	-11.3%	6
<b>REGIONAL VISITATION COUNTS</b>					
Bear Lake (3 Locations)	198,141	175,049	229,669	31.2%	
Willard Bay S.P.	159,424	304,441	340,645	11.9%	
Hyrum S.P.	70,705	62,961	131,973	109.6%	

\* Several Counties have identical Unemployment Rates

\*\* GOPB methodology change for 2010 calculations

r = revised

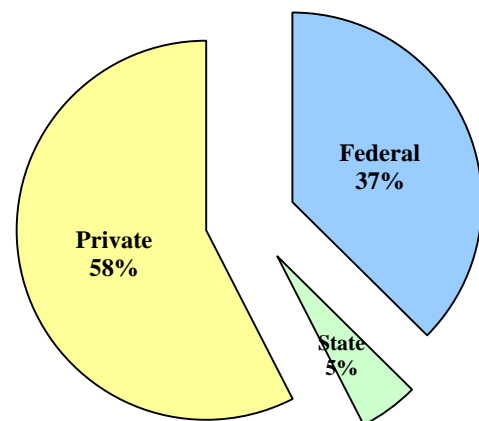
Land Ownership - 2010	No. of Acres	% Total
<b>Total Acres in County</b>	<b>747,754</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>279,328</b>	<b>37.4%</b>
BLM	133	0.0%
US Forest Service	279,195	37.3%
National Park Service	--	--
National Wildlife Service	--	--
Other •	--	--
<b>State Government</b>	<b>37,689</b>	<b>5.0%</b>
Utah State Parks & Recreation	315	0.0%
Utah State Wildlife Reserves	20,355	2.7%
State Trust Lands	17,019	2.3%
Other ••	--	--
<b>American Indian</b>	<b>--</b>	<b>--</b>
<b>Private*</b>	<b>429,587</b>	<b>57.5%</b>

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

\*May include some local government land

Land Ownership - 2010



# Cache County Tourism Profile

